



Licenses

Chapter 5

Working to provide anglers and hunters with convenient ways to buy licenses, register their boats and get quick, consistent answers to their questions about regulations, licenses and natural resources.

The Fish & Wildlife Account pays for 56 percent of the \$11.1 million license program and 66 of its 129 positions.

The remaining 63 positions and \$4.8 million are provided through general tax funds, the environmental fund, and the boat, all-terrain vehicle and snowmobile accounts of the Conservation Fund.

Where does your Fish & Wildlife money go?

- Sell hunting, fishing, trapping licenses
- Issue special wildlife harvest permits
- Issue commercial farm and occupational licenses
- Keep customers and license agents informed
- Pay program operations costs

How is the license program funded?

Funding Source	\$ (in millions)	%
Fish & Wildlife Account	6.3	57
Rest of Conservation Fund	3.8	34
General Fund	0.9	8
Environmental Fund	0.1	1
Total	11.1	100

What did Licensing accomplish with your money in 2003–2004?

Sell hunting, fishing, trapping and other licenses: Through the use of an Automated License Issuance System (ALIS), the DNR issues licenses, permits and stamps for hunting, fishing and trapping.

This system enables customers to purchase their licenses over the counter from approximately 1,500 license agents located in Wisconsin, Minnesota, Illinois and Iowa as well as from the 31 DNR service centers. Customers have the option of purchasing their licenses by phone or over the Internet. Staff also manage license revocations in the ALIS database.

The DNR Hunting & Fishing License Internet Sales site allows the customer to print many different types of licenses on their home printers. (Licenses that require a back tag

and/or carcass tag may be purchased online but will be delivered to the customer by mail). Customer response to the Internet sales site continues to increase and it is becoming a very popular method of purchasing licenses.

The department is able to access vital marketing information using its customer database and to track sales trends and statistics. The automated system also promptly deposits revenue from the sale of licenses through an electronic transfer of funds. Another service we have been able to provide hunters is the opportunity to renew recreational vehicle registrations online 24 hours a day, seven days a week.

Issue special wildlife harvest permits:

DNR administers nine hunting and/or trapping permit programs. Through an application and drawing process, customers are required to obtain permits, in addition to hunting or trapping licenses and stamps, to pursue antlerless deer, turkey, bear, goose, sharp-tailed grouse, bobcat, otter and fisher. Customers can choose to submit their permit application choices over the Internet or by mail.

Customers can also visit the DNR Web site to determine whether they were awarded a permit and check their ongoing preference status for each drawing. New this year, customers received their turkey carcass tags when they purchased their turkey hunting license and stamp, eliminating the need for DNR to send permits by mail.

Number of licensed hunters and anglers

(depicts growth and seasonal fluctuations)

FY	Hunters	Anglers	Total
1999-00	769,420	1,374,185	2,143,605
2000-01	773,239	1,393,630	2,166,869
2001-02	763,063	1,430,714	2,193,777
2002-03	689,099	1,394,630	2,083,729
2003-04	716,200	1,413,804	2,130,004

Issue commercial farm and occupational licenses:

Customer Service issues various captive wildlife licenses and occupational/business licenses, including guide, taxidermist, bait dealer, fur dealer, wholesale fish dealer, and Mississippi River commercial fishing licenses.

Educate customers and license agents:

The licensing database provides our staff with up-to-date information so they can assist both internal and external customers. We maintain information on the DNR Web site and develop handouts and brochures that educate

customers. Our staff is responsible for distributing millions of regulation pamphlets, maps and other informational brochures to both license agents and our customers. We will continue to partner with representatives of agents and collect feedback from customers to identify and improve tools used to share information with customers and license agents.

Pay program operation costs: Planning licensing work, securing technical services, cooperating with other DNR programs, paying for equipment and repairs and covering insurance and salaries are all vital to getting the job done.

Budget reductions in 2003-2004

The Customer Service and Licensing program cut staff, discontinued customer services at some field locations and reduced hours at most service centers to reduce spending and meet budget cuts.

Where are we going in 2004-2005?**Introduce improvements to licensing system:**

In 2004, the department will begin issuing Chronic Wasting Deer Removal Permits through ALIS. These permits were previously issued manually by Wildlife staff. Opportunities to partner with other programs to use our automated system for delivering non-traditional fish and wildlife permits are being explored.

Use technology to improve customer service:

We will continue to explore opportunities to provide services to our customers via the Internet.

Issue special wildlife harvest permits: We will continue to find ways to streamline how permits are issued. One example will be to use the automated license system to issue Antlerless Bonus permits. These permits will only be issued over the counter on a first-come first-served basis, eliminating the need to issue permits by mail.